

Product Concept Example

1. Main Offer:

Gain 1,000 followers, land your first clients, and make \$1,500+ in the next 30 days.

2. Who's It For?

This program is for you if you are:

- Selling services or consulting
- An expert in a specific niche
- A freelancer looking to grow your business
- An SMMA agency owner

3. Education

Online Course:

- 4 weeks of structured learning
- 4 live masterclasses (2 hours each)
- 4 hands-on practice sessions with assignments
- 4 live review sessions with feedback

Reality-Style Showcase:

We'll pick one student and grow their page to 1,000 followers **live**, showing the full process in 5 engaging vlogs.

4. Course Program

Week 1: Strategy & Profile Setup

- Define your goals and blog/channel concept
- Create a 6-month growth strategy
- Build your first content plan
- Organize your first photoshoot/video shoot

Outcome: You'll know exactly what your blog is about, who it's for, and why. Plus, you'll have a ready-to-use content plan and 12 professional-looking photos or videos.

Week 2: First 1,000 Followers

- Proven organic growth strategies
- How to get your first 1,000 followers on Instagram/YouTube

Outcome: You'll reach your first 200 followers and have a clear roadmap to 1,000.

Week 3: Paid Growth

- Effective Instagram/Facebook ad strategies
- How to launch and manage your first ad campaigns

Outcome: You'll understand exactly how to scale your audience toward 10,000 followers.

Week 4: Sales

- Step-by-step story sequence templates
- Sales call and DM scripts

Outcome: You'll land your first paying clients.

5. By the End of the Program, You Will:

- Have a fully optimized profile or channel
- Grow to your first 1,000 engaged followers
- Sign your first clients
- Make \$1,500+ in revenue

6. Pricing

Main Program – \$490

Includes:

- Lifetime access to course materials
- Access to the student community
- Live strategy and Q&A sessions
- Feedback on assignments
- Chance to be featured as a success story
- Prizes for top-performing students

7. Additional Features

- Private student chat
- Progress tracker
- 1-week “Stories Challenge”
- 2 live sessions with a psychologist
- 2 live sessions with the course creator
- 1 live training event (in [city] or online)

8. Guarantee

[Keep your guarantee statement here.]